

# Petfinder<sup>PRO</sup> ADOPTION OPTIONS

## Fayetteville, AR

Wednesday  
April 27, 2016

### THE CHANCELLOR HOTEL

70 N East Ave.  
Fayetteville, AR 72701

Join us! Petfinder Pro<sup>™</sup>  
and Petco Foundation<sup>™</sup>  
have brought together  
some of the most popular  
presentations and speakers  
in animal welfare and  
mixed them with plenty of  
networking opportunities.  
Did we mention it's FREE?  
Register today at  
[pro.petfinder.com/  
adoptionoptions](http://pro.petfinder.com/adoptionoptions)  
Please register at least  
10 days in advance.

THANK YOU TO OUR HOST,  
FAYETTEVILLE ANIMAL SERVICES

Questions? We're here with answers! Just  
email us at [adoptionoptions@petfinder.com](mailto:adoptionoptions@petfinder.com).

9 am – 9:30 am

### SIGN IN AND FUEL UP: COFFEE AND PASTRIES

9:30 am – 9:45 am

### WELCOME

One person from each organization should be prepared to introduce your group. Feel free to bring business cards, brochures, news and/or fundraising items.

9:45 am – 10:30 am

### GETTING THE MOST OUT OF PETFINDER

#### MELISSA VECERA

Melissa will review a few of the many benefits and resources that Petfinder Pro offers members. This presentation focuses on various tips and tricks to showcase your adoptable pets in the best light for increasing adoptions. Tips will include everything from taking and posting great pictures, crafting creative pet descriptions, and different ways of promoting pets online, as well as offline.

10:30 am – 11:45 am

### SHELTER MEDICINE 101

#### BRIAN DIGANGI, DVM

This workshop will review some of the common challenges shelters and rescue groups face in preventing infectious diseases and keeping the animals in their care healthy. We'll focus on tips and tools that are critical to improving health and welfare, including optimal animal care practices, strategies to reduce disease transmission, health examinations, vaccination protocols and sanitation procedures. A summary of available resources for further information will be provided as well as some time for Q&A to cover those topics most important to you.

11:45 am – 12:45 pm

### VEGETARIAN LUNCH, NETWORKING TIME

12:45 PM – 1:15 pm

### PARTNERING WITH PETCO FOUNDATION

#### SUSAN COSBY-JENNINGS

Learn how the Petco Foundation is helping in your community, partnering with organizations like yours to increase lifesaving through its adoption and investment programs.

1:15 pm – 1:45 pm

### BREAK

1:45 pm – 2:45 pm

### CONVERSATIONAL ADOPTION COUNSELING

#### LINDA REIDER

Are you looking for a way to increase your adoptions, while still sticking to the core adoption values of your organization? Join us to learn the nuts and bolts of how to use conversational adoption counseling to achieve friendlier customer service in adoptions, while at the same time assuring quality adoptions. This webinar will include history of the conversational method, and also review understanding adopters, understanding adoption counselors, recommended phrasing, and volunteer training. Register today to get the tools to start saving more lives!

2:45 pm - 3:15 pm

### BREAK

3:15 pm – 4:30 pm

### TRAINING AND ENRICHMENT FOR SHELTER DOGS

#### KAREN OWENS

Animal welfare professionals have a responsibility to provide true quality of life for each dog in their program. This workshop covers the importance of achieving and maintaining quality of life for dogs in shelters. Sue will cover training, behavior modification programs, and mental, behavioral and emotional stimulation for dogs. She will explore some fun and easy ways to train adoptable dogs so they can put their best paw forward. Shelter dogs will be used for demonstration

4:30 pm – 5:00 pm

### CLOSING REMARKS

# ADOPTION OPTIONS

## Fayetteville Speakers

### MELISSA VECERA

PETFINDER

*Melissa is a shelter outreach specialist for Petfinder. She has 10 years of volunteer experience, including writing press releases and attending meet-and-greet events on behalf of the Mid-Atlantic Great Dane Rescue League, Inc., and hands-on shelter experience at the MD SPCA. Since 2012, in her role as manager of the North American Adoption Options conference series, she has traveled to over 60 different cities to bring the latest animal welfare knowledge to local communities. She calls Maryland home, and shares it with her Dachshund named Lily, her Hedgehog named Olive, and often a foster cat.*

### BRIAN DIGANGI, DVM, MS, DABVP

UNIVERSITY OF FLORIDA

*Brian DiGangi is a Clinical Assistant Professor of Shelter Medicine at the University of Florida. He became the first shelter medicine resident to graduate from UF and received his MS in Veterinary Medical Sciences in 2010. Dr. DiGangi has published research on feline adoption, pregnancy detection and immunology. He is board certified in both Canine and Feline Practice and Shelter Medicine Practice by the American Board of Veterinary Practitioners. He has been a member of the Board of Directors of the Association of Shelter Veterinarians since 2010, currently serving as President.*

### SUSAN COSBY-JENNINGS

PETCO FOUNDATION

*Susan Cosby-Jennings is the Director of Lifesaving Programs & Partnerships with the Petco Foundation. Her career in animal welfare includes working at both large and small, urban and suburban, animal control and limited admission shelters. Before coming to the Petco Foundation her last animal sheltering position was Executive Director of ACCT Philly, managing a large, poorly resourced, urban animal control shelter. Prior to that she held roles as President & CEO of the Pennsylvania SPCA, Executive Director of the Animal Welfare Association in NJ, and Chief Operating Officer of the Philadelphia Animal Care and Control Association in PA. Originally coming from the retail field, she has utilized customer service oriented and data driven strategies to improve shelter lifesaving.*

### LINDA REIDER

BUCKS COUNTY SPCA

*Linda Reider is the Executive Director of the Bucks County SPCA in Pennsylvania, an organization that operates two open admission, "no time limit" animal care centers, investigates animal cruelty county-wide, provides 24-hour emergency rescue, and reaches into the diverse communities of the county to improve the lives of animals and their people. Linda holds B.S. and M.S. degrees, plus a certificate in Nonprofit Business and Management, and has held various positions in the animal welfare field for the past 31 years. She lives in the woods with her two cats, her patient husband, the foxes and the bears.*

### KAREN OWENS

CHARLOTTE MECKLENBURG ANIMAL CARE AND CONTROL

*Karen Owens brings 16 years of professional dog training experience to her work with shelter dogs. She is the head trainer at Charlotte Mecklenburg Animal Care and Control where she has successfully implemented Train To Adopt, environmental enrichment and behavior evaluation programs as well as leading additional outreach programs within the shelter community. Prior to working with shelter dogs, Karen ran her own business and volunteered for paws4people, training and placing service dogs for individuals affected with PTSD.*